

The Hidden Costs in Your Independent Opticians Business

What a typical independent opticians business loses every year — and why most owners never see it

Patient Recall System Failure

BIGGEST OPPORTUNITY

£10,000–£22,000

est. annual cost

Without an active recall system, 20–30% of patients do not return for follow-up — lost revenue and poorer clinical outcomes.

Frame Dispensing Conversion Below Benchmark

£8,000–£18,000

est. annual cost

Conversion below 65–70% on completed sight tests is the largest single revenue gap in independent optics.

Did-Not-Attend (DNA) Rate

£6,000–£12,000

est. annual cost

DNA rates of 8–12% waste clinician chair time worth more than a part-time salary in most practices each year.

Frame Stock Dead Stock

£5,000–£12,000

est. annual cost

Frames with no reorder process or regular range review tie up £5,000–£12,000 in working capital with no return.

GOS and GOC Compliance

COMPLIANCE RISK

NHS CONTRACT RISK

Non-compliant GOS sight test recording risks NHS contract status and General Optical Council registration.

Total: £29,000–£64,000 per year

— leaving through gaps most owners never look at

Sector-specific estimate based on benchmark ranges for a typical UK operator in this sector.

Now you know where it's going. Here's how to find yours.

The Diagnostic Assessment — what you receive:

- 10-pillar RAG assessment — every operational area scored
- Every finding quantified in £ — your numbers, not estimates
- Prioritised top 5 actions ranked by impact and ease
- Personal Loom video walkthrough of your findings
- 45-minute live results and recommendations call
- BONUS: 30-day follow-up implementation call (free this month)

The Guarantee

If you don't feel you've received £599 of genuine insight into your business — email us within 7 days for a full refund.

No forms, no questions, no awkward conversations.

At £29,000–£64,000 a year, that is £2,400–£5,300 in recoverable revenue every month.

The assessment is £599.

Book your Diagnostic Assessment →

flowefficiency.co.uk/diagnostic-assessment

This report is free because we are in our founding-client phase — building sector expertise alongside early clients.

Availability is limited — book your discovery call before the month's slots are taken.

info@flowefficiency.co.uk

Your investment: £599